

NAVY RECRUITER

Magazine for Navy Recruiters

November 2004

The Navy Recruiter

Vol. 1 No. 3

A Newspaper For the Exchange of Recruiting Ideas

August 27, 1942

RECRUITING AD CAMPAIGN EXTENDED ACROSS NATION

82 Percent Increase in Recruits In Northeastern Area Produced By Advertising and Promotion

Based on the successful results derived from a test advertising campaign for general enlistments in the Northeastern Division, the Recruiting Service in all other Recruiting Divisions will have another great campaign which started Sunday, August 16. The campaign will be carried out in approximately 500 cities and will extend over a period of eight to ten weeks. Each advertisement (similar to those illustrated) will run a total of 1,000 lines and will be messages to bring interested young men to the Recruiting Stations.

This campaign offers the Recruiting Service a springboard for intensive recruiting activities. First, advertisements themselves not only give a vivid picture of naval service and its many advantages, but also induce prospects to come into the Recruiting Stations. Secondly, the newspapers are developing local civilian activities that will produce a further flow of candidates into the stations.

Letter From Secretary Knox

As the initial gun in the campaign, a personal letter from Secretary Frank Knox tells the newspaper publisher the Navy's story and the objectives of the recruiting drive. He asks each newspaper to cooperate with the Recruiting Station and Substation in his city. That this is of inestimable value in arousing whole-hearted cooperation has been shown by the campaign now in its fifth week in the Northeastern Division. Against a national increase in recruits totaling 31 percent, the Northeastern Recruiting Station showed an 82 percent rise. The door was thus opened for recruiting officers to augment the activities of the papers with their own ideas.

Navy Information Bureau members by civilians are being set up in the downtown newspaper offices in the cities where the recruiting advertising campaign is being conducted. Back in the

Students Con One of the most planned by the Navy. A letter addressed students—13 years prepared on the 10 letterhead. Samples used in the test illustrated.

Lists are also prepared by school principals have been approved by the Navy. Men enclosed with prospect to recruiting Station letter as word have already creating the wings in a demonstration recruits in

To open local activities are being set up in the downtown newspaper offices in the cities where the recruiting advertising campaign is being conducted. Back in the

Navy Advertising:

From newspaper ads of yesterday
to Internet chat rooms of tomorrow

Navy RECRUITER



10 Phoenix officer DEPPers
get a taste of real Navy
(NRD Phoenix)



13 NASCAR
Team gets a
glimpse of
Navy life,
with trip to
Norfolk
(CNRC)

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Advertising: Generating quality leads, promoting Navy awareness

In November, Campbell-Ewald (C-E), the nation's sixth largest advertising and marketing firm, begins its fifth year as Navy Recruiting's advertising agency. C-E not only handles our advertising requirements, but also is responsible for managing our web sites, our national information fulfillment, the 1-800-USA-NAVY call center, and the NALTS lead tracking and management system. Nearly 150 of the companies' 1,200 employees work on the Navy Recruiting account, either full or part time.

As partners in our recruiting mission, C-E continually conducts research on our target market, the Millennial Generation, and their influencers. That research better enables us to get our message to those target audiences. New radio and television ads that expand the Accelerate Your Life campaign began appearing in the summer, and a 60-second Hispanic radio spot is being developed for release in the spring. In addition to print ads, infomercials, and advertorials that run all year, C-E continues to use direct mail and email blasts to help Navy Recruiting reach potential recruits. Today's young people are tech savvy, and C-E is testing several

new high-tech initiatives to engage their interest. In July, pilot testing of private chat and message boards was launched to reach potential recruits via the Internet. Young people interested in joining the Navy can ask questions or review a message board 24/7. Navy.com is being updated more frequently to keep information current, and efforts are ongoing to make it easier for interested individuals to find the specific information they're looking for when they go to a web site. Expanding the Navy's

expected to increase. The agency's creative talents help Navy Recruiting remain competitive for today's Internet-centric young talent.

C-E's experts also are exploring several non-traditional media venues. Navy ads are currently running on Mania TV, a web based, worldwide TV experiment, and on XM radio, a satellite based radio concept. Knowing how important it is to keep abreast of the technologies our potential recruits use on a daily basis, C-E has begun researching and testing advertising possibilities in wireless communications, like cell phone and text messaging.

One high-tech initiative currently under development at the agency is specifically designed to resonate with the Millennial Generation. An interactive game called "The Navy Chal-

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Rear Adm. Jeffrey L. Fowler
Commander, Navy Recruiting Command



Photo by Doug Goodman

Rear Adm. Fowler accepts the Mosaic Award from Andrea Alstrup, American Advertising Federation (AAF) Board of Directors Member and Mosaic Awards Chair, Sept. 22 in New York City. The Navy was the only military service to receive such an award, given for excellence in multicultural marketing.

reach via the Internet is a priority. In FY04, 80 percent of our officer leads and more than 50 percent of our enlisted leads were attained via the Internet, and those figures are

FOWLER from page 3

lenge” is being designed to challenge a participant’s math, science, linguistic, and logic skills. With its problem solving, strategy-intensive approach, “The Navy Challenge” provides rewards based on game successes while encouraging team play and competition. The game drives participants to the Navy.com web site and will debut in the coming fiscal year.

Our advertising partners also are supporting our diversity and consolidation initiatives, two of my Top 5 Total Force Recruiting

Priorities for FY05. (See page 6 for additional details about FY05 priorities.) C-E will be conducting extensive research to examine the attitudes and perceptions of African-American and Hispanic youth and influencers toward the Navy. In addition to fine-tuning our very successful Person in Me campaign in FY05, we’ll be expanding our Southwest Athletic Conference (SWAC) Accelerate Your Life awards program. Not only will this year’s program reach additional historically black colleges and universities, but it also will be tested in several colleges and universities with large Hispanic student populations.

Over the last four years, the “Navy – Accelerate Your Life” advertising campaign has been recognized with 29 awards. In late September of this year, the American Advertising Federation (AAF) presented the Mosaic Award to Navy Recruiting and C-E, as well

as to C-E’s partners Global Hue and Accentmarketing, for their collaboration on Navy Recruiting’s multicultural advertising campaign.



Photo by JO1 Mike Owen

Rear Adm. Fowler speaks with Sailors during his visit to NRD Buffalo Aug. 24. The NRD Buffalo trip completed Fowler’s tour of all CNRC regions, areas and districts.

The Mosaic Award honors organizations that have employed the AAF’s principles and practices of multiculturalism and is considered the premier honor in multicultural marketing.

The agency also will be gathering additional data during FY05 to aid our Naval Reserve Recruiting component. Research indicates that active duty personnel about to separate from the Navy currently lack sufficient details to make an informed decision about joining the Naval Reserve. The research further shows that pivotal active duty officials, including many commanding officers, command master chiefs, and career counselors, aren’t familiar with the Reserve, how it functions, or what a separating Sailor needs to do to

join. With more concrete data about Sailors’ timelines for decision-making, what motivates an active duty Sailor to join the

Reserve, and what and when departing Sailors currently receive Reserve information, C-E will formulate strategies to help us reach prior service personnel and encourage them to consider service in the Reserve.

Making FY05 a total force mission success will require a team effort. C-E, like our colleagues at Military Entrance Processing Stations, the Navy Recruiter Orientation Unit, and the Recruit Training Command, are a crucial

part of that team. Whenever Navy Recruiting experiences a change in program requirements or objectives, C-E is specifically structured to respond rapidly to our changing needs. With their creative support, Navy Recruiting will continue to meet the Fleet’s need for talented, motivated Sailors and a Navy that remains second to none. Keep charging, shipmates.



Photo by Ken Hebert

Rear Adm. Fowler addresses recruiters and MEPS personnel during a visit to NRD Portland July 29.



Recruiters: Always advertising

We advertise the Navy in many ways in today's world. Such as each time we "roger up, aye, aye sir!" and complete our assigned mission. We return home to our loved ones, and we advertise to the world that we are the best fighting force ever to sail the seas. Delivery of weapons on-target and on time, masterpieces of the latest technology, and our presence in the public through tradition and heritage, combine to create our nation's image of Naval service.

In our communities, our advertising is more personal and more visible.

Through adopt-a-school programs, off-duty volunteerism in literacy and at-risk youth programs, assisting in rebuilding and reconstruction efforts after disasters like recent hurricanes in the southeast, and the many other areas where Sailors step up to take care of local communities, earns the respect of the society we serve.

Citing recent opinion polls, the dedication and investment of sweat and time

have succeeded in increasing the trust and respect of our fellow countrymen.

We who wear the cloth of this nation are privileged to serve in this

Navy and in our current billets. Our recruiters in the active and Reserve components are the key to enhancing our public image via their daily interactions with the public.

It is impossible to put a price on the advertising value of a sharp Sailor in a crisp uniform. Our physical condition, attention to detail, professional communication in language and manners, and our honesty in all actions are more than mere advertising – it is who we are!

In filling the manpower needs in our Navy with the best and

deck today will be a recruiter in the future. Is it the applicant you are

currently processing, your next appointment or phone call who will ultimately fill the shoes you will someday vacate?

Yes, advertising is a crucial element of success in the war for human capital resources and each of you are our front line combatants.

Through the combination of national advertising plans, local command efforts and the professional day-to-day demonstration of

brightest of our nation, we must be mindful that those we recruit will make up the next generation of Navy recruiters. Odds are pretty good that someone on the MEPS

honor, courage and commitment, we will continue to excel and proudly wear the Navy Recruiter badge – the greatest advertisement there is!



CNOCM(AW/SW) Evelyn Banks
CNO Directed Command Master Chief



Photo by PH3 Joseph Buliavac

ETC(SS) David Ingalls, a member of CNRC's Chief Petty Officer Association (CPOA), presents a laptop computer to Kirsten Frank Sept. 3. Frank is a student with cerebral palsy at Rivercrest Elementary in Bartlett, Tenn. She uses a computer to do all her assignments, and having a laptop will allow her to complete them easier. The CPOA restored the donated computer to give Kirsten. Her mother, Lisa (holding Kirsten), and Kirsten's personal assistant, Deborah Ingalls, David's wife, were present.

Total Force Recruiting Priorities (FY05)

- Maintain total force mission success
 - While improving workforce competencies
- Improve diversity - officer quantity/enlisted quality
- Execute effective active/reserve consolidation
- Lead, manage, and develop all Sailors, including DEP
- Leverage technology for process efficiencies

Total Force Mission Success is achieved by delivering high quality Sailors to the Fleet and reserve centers to maintain a high state of readiness. This includes delivering the right quality and quantity at the right times. Navy priorities are predicated on CNRC achieving its mission. More specifically, effective Force Shaping, meeting force manpower requirements, and meaningful career management hinge on CNRC's mission success.

Improving workforce competencies is a subset of Total Force Mission Success. Our past successes are directly attributable to our field recruiters and the leadership of the Career Recruiting Force. Our future rests on them as well. It is incumbent on us to develop the recruiting leaders of tomorrow, while enhancing the skills of our current recruiters. A variety of

factors indicate that the recruiting market will continue to be challenging. By focusing on recruiter training, we will maintain our recruiters' professional edge and better equip them for future success.

An overarching Navy objective implicit in the total force manpower requirements is building and sustaining a force that reflects the myriad of cultures and demographic shifts in our nation. Increasing the diversity among the officers and the competitive diversity among the enlisted personnel we recruit supports manpower objectives and makes the Navy more operationally capable.

The operative words throughout CNP's priorities are "Total Force." At CNRC, this objective embodies our consolidation/transformation efforts. While we made significant progress last year, we must attain this objective in the

year ahead to effectively and efficiently achieve our mission. Building a "Total Force Recruiting Command" supports CNP's priorities of meeting total force manpower requirements and improving total force career management.

Sailors and officers make the Navy what it is today; they are its future. Sailors' careers begin with enlistment in DEP. From DEP until retirement, we are responsible for leading, managing and developing them. To maximize their effectiveness while helping them grow professionally, we must manage our workforce and provide effective leadership for all recruiters.

Technology can help improve our business practices. Improving CNRC's technological infrastructure, making more tools available to field recruiters, and providing them high-quality leads will significantly improve business efficiency.





Photo by JO2 Brandan Schulze

Task Force Uniform (TFU) has announced that female Sailors may now wear civilian handbags while in uniform, but must meet specific criteria's and be worn in the manner prescribed in NAVADMIN 209/04. Women's uniform handbags are now an optional uniform item, and will no longer be a prescribed seabag item or issued at recruit training as of Oct. 1, 2004. Other approved changes include women's skirts, identification badges, civilian bags, communication devices and breast insignia.

Task Force Uniform announces changes in Uniform Regulations

From Task Force Uniform Public Affairs

Task Force Uniform (TFU) has announced some significant changes to the Navy Uniform Regulations, which were recently approved by Chief of Naval Operations (CNO) Adm. Vern Clark.

These changes are among the first initiatives being rolled out as a result of Task Force Uniform. The Uniform Regulation changes were made based on fleet input from interviews with Sailors, command site visits, comprehensive research and data collected from a Navywide uniform survey. The survey collected feedback from more than 40,000 Sailors throughout the fleet.

The approved changes include women's skirts, identification badges, civilian bags, women's handbags, communication devices and breast insignia.

One of the changes effective immediately will be the authorized wear of civilian bags while in uniform. This includes briefcases, gym bags, back-

packs, suitcases and garment bags. The specific guidance on wear and appearance for each is outlined in NAVADMIN 209/04.

Another revision that is effective immediately is the wear of a wireless communication device, such as a cell phone, PDA or pager for official business, while in uniform. The device cannot be visible from the front, and must be worn on the belt, aft of the right or left elbow. Specific guidance and further details on the proper wearing and use of these devices is contained in NAVADMIN 209/04.

These changes to the Uniform Regulations are just the first in a number of initiatives being produced by TFU. In addition to streamlining and simplifying the Uniform Regs, TFU is developing concept uniforms for a working uniform for E-1 through O-10, as well as a year-round service uniform for E-6 and below. TFU plans to announce the uniform concepts in the coming weeks, and an announcement about specifics of the wear testing dates and areas to follow.



Photo by JO1(SW) Joshua Hudson

NRD Pittsburgh Volunteers

Personnel from NRD Pittsburgh harvest valuable foods at the Greater Pittsburgh Community Food Bank's FOOD FARM in Bulgar, Penn., Sept. 22. The food will be packaged and distributed to those in need of assistance after Southwest Pennsylvania's recent torrential storms that have plagued the area and left many homeless. The gathering food that remains in orchards and fields after traditional harvesting times provides food to an estimated 350,000 individuals throughout Southwestern Pennsylvania annually. "This is an important time to volunteer in these projects," said Lisa Beard, NRD Pittsburgh Command Master Chief and Washington County native, who organized the Navy's participation with the Food Bank. "After the recent storms there are a lot of people that need this food."

Navy's advertising agency honored with diversity award

**Story by JO2 Chris Conklin
CNRC**

The American Advertising Federation (AAF) recognized the Navy and its advertising agency Campbell-Ewald, as well as its advertising partners, Global Hue and Accentmarketing, for their collaboration on the Navy's multicultural advertising campaign at its Sept. 22 annual awards banquet.

The AAF acknowledges organizations and corporations at the forefront of the diversity initiative and gives the Mosaic Award to honor organizations that have employed its principles and practices on multiculturalism. The Navy was the only military service honored with an award by AAF.

Diversity has been presented as one of the Navy's top priorities, and the sea service and its advertising agency have taken steps to get this message out with specific advertising campaigns focused on minority recruiting. The campaign awarded was designed specifically for the African American and Hispanic markets.

"The Navy holds an important mission in asking young Americans to consider committing to service for their country," said Rear Adm. Jeffrey L. Fowler, Commander, Navy Recruiting Command. "We are very proud of our partnership and shared accomplishments with Campbell-Ewald, Global Hue and Accentmarketing. It's truly an honor to be recognized as a successful model for diversity marketing and inclusiveness."

Campbell-Ewald, based in Warren City, Mich., the Navy's advertising agency since September 2000, is proud of the partnership and work achieved in

multiculturalism.

"Campbell-Ewald, and our agency partners GlobalHue and Accentmarketing, are very pleased to have our Navy work distinguished with a Mosaic Award," said Anthony J. Hopp, Campbell-Ewald Chairman and Chief Executive Officer. "The true honor, though, is working every day with our esteemed Navy partner.

The men and women in recruiting feel the campaign is benefiting them in their mission.

"I think it's great we're getting that message out and feel good that the Navy's efforts are being rewarded," said SM2(SW/AW) Elizabeth L. Monroe, Navy recruiter at NRS Elmhurst, N.Y. "The Navy's diversity ad campaign is reaching those people

by taking the message of the Navy to our multicultural population through the media they listen to and watch. It's a surprise for many to learn that the second highest rated radio station in the New York metropolitan area is a Latino station, but as the Latino population steadily increases here, they are becoming a major driving force.

"New York is very diverse with every country in the world represented here. We have to communicate with the population if we want to continue to have the best and brightest serving in the Navy," said Monroe.

Navy diversity leadership is delighted to see the respect and admiration

its diversity campaign has received. As the Navy strives to focus more and more on diversity initiatives, they are expecting advertising to be the key to future success.

"The efforts of Navy Recruiting Command and its advertising agency are directly affecting the Navy's demographics for the future," said Capt. Dorice Favorite, Director of CNRC's Diversity Department. "The recognition of the AAF is verification that we are on the right track in marketing our organization to diverse groups and attracting talented men and women from many different backgrounds."



Photo by Doug Goodman

Rear Adm. Jeffrey L. Fowler, Commander, Navy Recruiting Command, accepted the Mosaic Award at the American Advertising Federation (AAF) awards ceremony in New York City, Sept. 22. The Navy was the only military service to receive such an award, given for excellence in multicultural marketing. From l-r: Steve Blanco, Accentmarketing CEO and Chief Creative Officer; Capt. Dorice Favorite, Diversity Department, CNRC; Helen Lavelle, AAF Council of Governors Secretary/Treasurer; Fowler; Don Coleman, Global Hue Chairman and CEO; and Jim Palmer, Managing Director, Campbell-Ewald President.

We're proud to share their mission."

The campaign has been very successful with both target groups. African Americans' perceptions of the Navy are enhanced, specifically with regard to job training and preparedness for the future. Similarly, Hispanics' perceptions of the Navy are successfully enhanced as they relate to the availability of college courses and its ability to accelerate them toward higher achievements. Since 2003, following this campaign, the Navy has over-achieved on its general enlistment diversity targets.

The success of the campaign has not gone unnoticed by Navy recruiters.

CNRC advertising changes with generations

**Story by JO1 Sonja Chambers
CNRC**

Navy Recruiting advertising has changed throughout the years. Messages and ad campaigns have reflected the generations the Navy was looking to recruit.

Most people are aware of the Navy but may not know of the benefits of being in the Navy.

"It's really not good enough to be a legendary institution that the Navy is or have great career opportunities for young people and have recruiters throughout the United States," said John Hamilton, of the CNRC advertising department. "What we need to do to succeed is communicate to those kids the benefits of the Navy. We're making them aware, not of the Navy, but of the benefits the Navy offers."

"Advertising is also to reassure those that have already joined the Navy that they made the right decision," Hamilton said.

In today's business world, the Navy has to compete for talent.

"We've got the Army that outspends us two-and-a-half to one," said Hamilton. "And the Air Force who has less of a yearly accession goal outspends us by about 60 percent."

Another challenge is the decreasing number of Navy veterans.

"After World War II, it was easier for a kid to get information about the Navy because there was a good chance that somebody in their family or neighborhood had been in the Navy," said Hamilton. That World War II generation is slowly decreasing. Young people have a misconception of the Navy, thinking that Sailors wear uniforms all the time, muster three times a day and on a ship 24 hours a day. We have to break those misconceptions. The Navy is like any other kind of job. You do get free time. You're not on a ship all the time."

The Navy and its advertising agency, Campbell-Ewald,

have come up with four new television commercials. The commercials focus on the Navy's excitement, high-tech nature and education benefits.

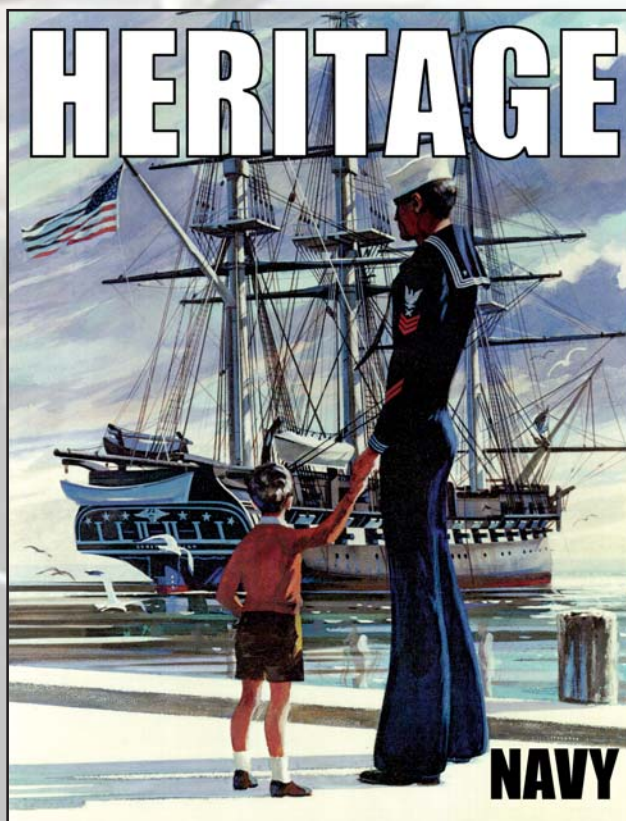
"Each one of the commercials, as well as the campaign, is market research driven," said Hamilton. The Millennials fall right into the Navy's target audience of 17-24 year olds.

"We do talk to the Millennials or the Next Great Generation and find out what is important to them," he said.

In addition to television commercials, the Navy has recently launched its Navy CHAT and Message Board on Navy.com. This program provides the target audience with information and assists them in facilitating the decision-making process of considering the Navy as a career option.

The Message Board will allow visitors to obtain detailed information by asking questions and receiving a reply from moderators or other participants on the forums. The Message Board will live and grow, with new

areas of interest being frequently generated. CHAT allows the user to speak privately with a moderator who can provide detailed information as well as potentially obtaining a blueprinted lead to distribute to Navy field Recruiters.



Navy Slogans for the All-Volunteer Force

Be Someone Special (Circa 1973)

Navy. It's Not Just a Job, It's an Adventure (Circa 1975)

Live the Adventure (Circa 1985)

You Are Tomorrow You Are the Navy (Circa 1987)

You and the Navy Full Speed Ahead (Mid 1989)

Let the Journey Begin (Circa 1996)

Navy Accelerate Your Life (2001)

Phoenix officer DEPPers get a taste of the real Navy

Story by

JO1(SCW) Andrew Scharnhorst
NRD Phoenix

Ah, the sights and activities of Southern California! So much to take in, like Sea World, the Padres and the world-famous zoo.

NRD Phoenix officer recruiter, Lt. Timothy Walker, had something else in mind. He recently took a baker's dozen of his officer DEPPers to San Diego to do something much more practical: a week of Navy training before they go to either Officer's Candidate School or Officer Indoctrination School.

Walker set up and led the expedition from May 16-20, wanting to show the 13 men and women what they might be doing once they

join their respective fleet or aviation squadron.

"I had everything planned out to expose them to as many different [Navy] communities as I could," Walker said. "We did a wet trainer at the sub-training center, we did firefighting, we went out to sea for a day on USS *Zephyr* (PC 8). While we were [aboard *Zephyr*], they did weapons and shot the guns; firefighting; took out the RIB [Rigid Inflatable Boat]; and did man-overboard drills where they had the conn [command of the bridge]."

Before they could experience the hands-on training, they first had to go through a rigorous and intense training session. They took turns on what's called an 'MSI', a bridge

simulator so named because of the company that produces it. It can simulate a bridge environment for any ship the Navy has – including submarines.

"I had them do standard commands: hard left, full rudder, steady course two-seven-zero [degrees], whatever," Walker said. "They'd never heard that stuff before, so I had to teach them standard commands and how to drive a ship in preparation for *Zephyr* to do man-overboard drills."

Among their tours, the group

also went aboard the *Arleigh Burke*--class destroyer USS *Milius* (DDG 69); visited an Explosive Ordnance Disposal (EOD) unit; took a close look at the S-3 *Vikings* of VS-42; and even got physical with the SEALs – one of the Navy's famed SEa, Air, and Land special forces units.

"The SEALs actually PT'd them on their obstacle course in Coronado. The DEPPers weren't expecting that," Walker said. "They all got to see something. Everyone got to see their future."

The DEPPers themselves comprised a wide range of fields, Walker said: there were 'nukes', SWOs (Surface Warfare Officer), and BECPs (Basic Early Commissioning Program). There were at least two Navy Flight Officers (NFO) and another in the medical field. Walker said most of those still in school are from either the University of Arizona or Arizona State University; one is a student at Midwestern Medical in Phoenix.

"I just pictured going on a few ships and seeing a submarine," said 20-year-old Arizona State University student Amanda Hollett.

But it was much more than that. The classroom instruction and tours were only the beginning – then they got their hands dirty.

Really dirty.

One simulator had them fighting a fire – in the very cramped confines of a submarine.

"It was a simulated sub fire, in an engine room. They started a 'Charlie' and a 'Bravo' fire, basically, in the bilge," Walker explained. "Burning fuel in the bilge and a 'Charlie' fire in the electrical panel."

Instructors taught the future officers the techniques necessary to put out the flames. As wet and dirty as that was, though, it wasn't nearly as intense as the flooding in the



Photo by Lt. Timothy Walker

The future officers from NRD Phoenix make waves in a Rigid Inflatable Boat (RIB) from USS *Zephyr* (PC 8) during their trip to San Diego, May 16-20.

See DEPPERS page 12



Photo by PH3 Joseph Buliavac

William A. Navas, Jr., Assistant Secretary of the Navy (Manpower and Reserve Affairs) and Vice Adm. Gerald L. Hoewing, Chief of Naval Personnel, visited CNRC for a bell ringing Sept. 30. From l-r: Navas, Rear Adm. Jeffrey L. Fowler, Commander, Navy Recruiting Command; and Hoewing.

Navy Recruiting successful in manning the Fleet

Story by JO1 Sonja Chambers
CNRC

On September 30, Navy Recruiting Command (CNRC) completed another successful year of recruiting active duty and Reserve Sailors, marking the 38th consecutive month of meeting active duty enlisted accession and new contract objective goals.

CNRC met enlisted accession requirements for the fiscal year, accessing 39,677 active duty recruits with an annual target between 39,600 and 39,725. Additionally, the command brought in 11,245 enlisted Reserve recruits in fiscal year 2004, exceeding an annual goal of 11,000.

"Navy Recruiting's unprecedented success is due to the superlative efforts of this total force recruiting team," said Rear Adm. Jeffrey L. Fowler, Commander, Navy Recruiting Command. "I am proud of the hard-working active and Reserve recruiters who have met and surpassed the challenges that faced them this year. Navy Recruiting has become more effective and efficient, while continuing to meet the needs of the Fleet. Once complete, consolidation of our active duty and Reserve recruiting forces also will allow Navy Recruiting to return nearly 1,000 experienced Sailors to the Fleet."

"This is quite an accomplishment, understanding that we're a nation at war and the competition out there is tougher and tougher," said William A. Navas, Jr., Assistant Secretary of the Navy (Manpower and Reserve Affairs). Secretary Navas visited CNRC and

participated in a bell-ringing ceremony Sept. 30 that marked CNRC's achieving both monthly and annual new contract objective and accession goals. "This means a lot of hard work by you here providing the resources and the guidance, but please pass [my congratulations] on to all those great recruiters that we have out there who are hitting the pavement everyday."

Recruiters all over the country have contributed to CNRC's success.

"It's been a neat experience for me since it's been my first year out here. It's also been a challenge, but I'm glad that I got to be a part of it, especially since this is one of the toughest jobs in the Navy," said CTOC(SW) Brady Duff, a recruiter from Navy Recruiting Station Frankfort, Ky. "The Navy will have fewer recruiters this year, so it may be a tougher year for us. We'll really have to buckle down especially in the rural areas with all the competition out there," said Duff.

Among the programs for which CNRC recruited this year was the National Call to Service program (NCS). The program, which allows recruits to enlist for a 15-month active duty obligation commencing after recruit training and A-school, was so well received that it's being expanded for FY05. CNRC shipped nearly 1,000 NCS recruits this year and has doubled the goal for FY05 to 2,000 NCS recruits.

In addition to fulfilling specific program needs, Navy Recruiting is continuing to enlist only the most highly qualified men and women. Recruiters increased the number of applicants with college experience this year. More than 12.4 percent of recruits had at least 12 semester hours of college, compared with 7.8% in FY03. Recruiters also exceeded the goal for high school diploma graduate (HSDG) recruits. The goal was 95 percent, and CNRC brought in 95.6 percent HSDG recruits.

The Delayed Entry Program (DEP) pool is at an all time high of 67.7 percent. That achievement means recruiters will spend more time mentoring DEPpers during their average six-month time in DEP, preparing them for Recruit Training Command and success in the Navy.

Recruiters faced a challenge during the year when a mandatory test was updated. On July 1, the Armed Services Vocational Aptitude Battery (ASVAB) was rescaled to better reflect current education trends in America's youth. The Armed Forces Qualification Test (AFQT) portion of the ASVAB determines an individual's eligibility to enlist. The ASVAB rescaling resulted in fewer applicants qualifying for enlistment. Nevertheless, recruiters overcame the challenge, accessing 69.9 percent with an AFQT score above 50, exceeding the goal of 67 percent.

The FY04 active duty enlisted recruiting goal initially

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DEPPERS from page 10

damage control trainer they did in the wet trainer: a mock-up of the engine room of a *Sturgeon*-class attack submarine.

"The scenario begins with one person down there on a roving patrol watch," explained Walker. "When they begin the scenario, [the instructors] start five different leaks at a simulated 75-foot [depth] pressure."

Upon discovering the water, the watch calls the damage-control team: "Flooding, flooding, flooding – all hands lay to the engine room to assist!" The others then must demonstrate how to patch a pipe and do everything they learned in the damage control class they took earlier.

Walker was very impressed with their composure in the wet trainer.

"Watching them in the wet trainer was fun, because we made it pretty hard. We simulated 75-foot pressure depth at the beginning of the scenario," Walker recalled. "And then we had the sub sinking, so it was getting deeper, and the water pressure increases."

The instructors sprang more and bigger leaks, and then cut the power. The lack of light made it all very realistic.

"They had to use battle

lanterns – so it was pretty complicated," said Walker. "But they did extremely well. I was so proud of them!"

"I was having a blast," said 23-year-old Jamie Hegge, a self-proclaimed adrenaline junkie. "I'm running around, plugging

pretty hard," Walker said with a smile. "It was a pretty demanding schedule."

Demanding, certainly – but very useful. "A lot of those skills that they learned will apply directly to what they will see or have to do at OCS, like

maneuver in any specific way. For being a first time, they did very well."

It wasn't an official Navy function, but the district funded part of the trip – e.g., lodging at the Bachelor Officers' Quarters at North Island and partial *per diem*. The

DEPPers picked up the rest of the tab themselves.

Walker asked the DEPPers whether they'd be willing to pay for the rest of the trip. "The answer was a resounding Yes, universally," he said. "Unanimously. All my DEPPers said 'Yes!'. But some couldn't go because they were going to be out of town, had a family vacation planned, or some of them were actually still



Photo by Lt. Timothy Walker

While in San Diego, 13 officer DEPPers from NRD Phoenix had the chance to run with the big dogs – the SEALs. The training gave the future officers a taste of Navy life before they go to OCS or OIS.

up holes, and stuff like that. I'm not saying I did a very good job – I failed – but I had a great time failing."

She couldn't believe how much water there was. "I was like, Wow!" she recalled. "At first, you're thinking 'You're not going to get *that* wet,' and then you go in there, and we were *soaked*."

Operating ships ... fighting fires ... patching critical leaks ... PTing with the SEALs ... sounds like a lot to do in a month, right? The DEPPers from Phoenix were there less than a week – and got very little sleep. "I pushed them

driving the ship."

Hollett, for one, found the piloting the ship especially challenging when it came to the man-overboard drill.

"Unfortunately, I have yet to successfully capture 'Oscar'," she said. "I ran over him three times." She added she's confident practice will perfect her nautical driving skills.

Walker is very proud of his charges. "I think they did extremely well," he praised. "It's the first time they've ever been aboard a ship, period; and it's the first time they'd ever given conning orders and had to drive and

in school."

Only those who had actually signed and sworn in were allowed to go. "I didn't take people I was trying to recruit; it wasn't going to be a 'dog-and-pony show' for them, and I would not take somebody that was about to swear in," Walker said.

The trip really opened up Hegge's eyes. "It made me just really think long and hard – 'Can I do this?'" said the NFO recruit. "My answer is 'Yes – yes, I *can* do this.' It made me less apprehensive about what I can do, what I'm capable of

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NASCAR Team gets a glimpse of Navy life

**Story by JO2 Chris Conklin
CNRC**

The U.S. Navy-sponsored FitzBradshaw race team visited Naval Station Norfolk Sept. 15 - 17 to tour the base and get a glimpse of what Navy life is like for the Sailors they represent weekly on the NASCAR Busch Racing Circuit.

Casey Atwood, driver of the No. 14 Navy "Accelerate your life" Chevrolet Monte Carlo; race team co-owner, Armando Fitz, and many of the pit crewmembers took the chance during an off week of racing to tour four Navy vessels.

By the end of the tour the race team had visited USS Donald Cook (DDG 75), USS Iwo

Jima (LHD 7), Assault Craft Unit - Two for a harbor ride on a landing craft, USS Harry S. Truman (CVN 75) and USS Scranton (SSN 756).

The crew of the Cook was pleased to have the chance to host the Navy race team.

"It was a pleasure, I'm a big NASCAR fan myself," said Cmdr. Mark Fedleacek, USS Donald Cook Commanding Officer. "There are a lot of parallels between the race team coordination and how we operate our

ship, the teamwork that is involved and the mechanical expertise to get all the equipment ready and running good. We are real happy to be out there and able to pull for a Navy race

out to sea."

While aboard the ships, Sailors demonstrated the weapon systems and every day operation of the ships to Atwood and company, who were

impressed by the sheer ability and fire power of the ships.

"The gun on the destroyer was pretty cool," said Atwood after listening to a brief on the weapon's ability to fire 4,500 rounds per minute while on Cook.

While the race team was impressed by the technology of our Navy and coordination Sailors demonstrate every day, Fitz was more impressed with the dedication of the young men and women and the sacrifices they make every day.

Noting the average age of the Sailors aboard and the responsibilities they are charged with daily, Fitz saw a correlation in Navy duties and race-team life.

"Comprehending that Sailors, young Sailors, 19-year-olds, are steering aircraft carriers and what a significant contribution that is to the overall efficiencies of the Navy, exactly mirrors the young mechanics that work on all of FitzBradshaw

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Photo by JO2 Chris Conklin

Cmdr. D.M. McDuffie, Commanding Officer, Assault Craft Unit - Two, briefs the Navy-sponsored NASCAR team for the harbor ride on a landing craft during their visit to Norfolk, Va. Pictured left to right: McDuffie; Armando Fitz, FitzBradshaw race team co-owner; Ed Buffington, the race team's car chief; and Dwayne Doucette, mechanic and the race team's rear tire changer.

team. And it's even better to have them aboard the ship."

Atwood was in awe of the precision in which the Sailors worked with each other and was surprised to see the amount of work that the crew aboard the ships did to keep them operational even while in port.

"It's just amazing how organized everybody is," said Atwood. "Everybody has a job to do. They are always working whether in port or

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and what to expect."

Walker said he wishes he could make such field trips more often, but acknowledges money is a big factor.

"It's too bad we don't have the money or the time to do that more often," he lamented. "It's easier to do in the officer world because the

DEP pool is a lot smaller."

Walker pointed out that such trips would undoubtedly also have a tremendous impact on enlisted numbers. "If we put [applicants] in coveralls and threw them in the wet trainer, and did the firefighting, and take them out to sea and shoot a .50-cal. machine gun - twin-barrel - their

eyes [would] light up," he said excitedly. "And when they realize there's a lot more out there in life: 'this is what my future holds' - we'd have people signing up, they'd kick down the doors. 'Where do I sign?'"

The lieutenant said recruiting can be tough when you're surrounded by thousands of miles of beach with no

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Racing's race cars. Our mechanics are the backbone of the No. 14."

NCCS Jeff Priest, Navy Recruiting Command's liaison between the Navy and the race team, organized the trip and was pleased with its outcome.

"The Sailors were honored to have the team come to their ships," said Priest. "But I think there was a mutual admiration. The Sailors loved seeing the race team and the race team loved seeing the Sailors and the work they do.

"The fact that the FitzBradshaw team volunteered to come tour the naval station and ships at no cost to the Navy shows the camaraderie the team seeks with the Navy," said Priest.

The team was further honored with a presentation of a coin in memory of the Sailors killed in the Pentagon during the attacks of September 11, 2001. The coin, according to Fitz, will be a fixed part of every competing Navy-sponsored car for the remainder of the season.

The trip will be memorable for the entire race team, according to Dwayne Doucette, mechanic and the race team's rear tire changer on race day.

"The whole thing was just a good experience," said Doucette, the son of a Navy veteran. "Going on the [Truman] was the most prominent thing that stands out because of its size. It's pretty amazing."

The race team came away with a new perspective



Photo by JO2 Chris Conklin

Two members of the No. 14 Navy "Accelerate your life" Chevrolet Monte Carlo pit crew look off USS Iwo Jima (LHD 7) during a visit to Naval Station Norfolk, Sept. 16. The Navy-sponsored FitzBradshaw race team visited the naval station to tour the base and four Navy vessels, including USS Donald Cook (DDG 75), USS Scranton (SSN 756), USS Harry S. Truman (CVN 75) and Iwo Jima.

of Navy life and a renewed appreciation for Sailors who serve in the Navy.



Photo by JOC(SW/AW) Monica Hallman

NRD CO meets Miss America

Miss America 2004 Ericka Dunlap talks to Cmdr. Angela Cyrus, Commanding Officer of NRD Philadelphia, Sept. 10. The two women spoke following a forum on African American Female Veterans at the annual legislative conference of the Congressional Black Caucus Foundation, where the Navy sponsored a recruiting booth. CNRC often sends recruiters and Navy representatives to events such as this conference to promote awareness of the Navy as an organization committed to excellence through diversity, and as a service that offers exciting job opportunities to young people of all backgrounds.

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was 41,200, but various factors, including strong retention and reduced attrition, enabled Navy leadership to decrease the goal during the year by 1,500 recruits.

Cyberspace recruiting at Navy Recruiting headquarters contributed to the successful year by generating more than 3,000 qualified leads and 422 contracts. Cyberspace recruiting accepts resumes from applicants via the Internet. Recruiters then contact the applicants submitting resumes to determine which applicants are fully qualified to join the Navy. Those leads are then referred to local recruiters.

"It's always good to know I've helped someone change their

life," said OS2 Sybil Hawkins. Hawkins is the top Cyberspace recruiter with more than 486 leads and 35 contracts for FY04.

"Navy Recruiting is continuing to seek quality recruits to join our high-tech Navy," said Fowler. "Over the next year, we will be seeking more minority officer candidates to lead our diverse workforce and will continue to recruit highly qualified enlisted Sailors to operate the Navy's complex platforms of the future. Recruiters also are better preparing and shaping tomorrow's Sailors by managing their DEP pools more effectively."

For FY05, the national active duty enlisted goal is 38,500. Reserve enlisted goal is 15,400, up from 11,000 in FY04.



Admiral's Five-Star Recruiters

August 2004



NRD Atlanta

ABE1(AW/SW) Dedrick Roberts
NRS Duluth
MM2(SW/AW) Jarod Brown
NRS Spartanburg
SM2 Markis Sorrell
NRS Jonesboro

NRD Buffalo

IT2(SW) Douglas Baker
NRS Oneonta

NRD Chicago

ET2(SW) Roberto Flores Jr.
NRS Waukegan
ET2(SW/FMF) Friedrich Lewis
NRS East Dundee

NRD Dallas

EO1(SCW) Rodrigo Rodriguez
NRS Mesquite
FC1(SW) Ricky Davis
NRS North Oklahoma City
CTR2 Nicole Duran
NRS Forth Worth

NRD Houston

AW2(AW) Ramiro Alaffa
NRS Baytown
GSM2(SW) Robert Aycock
NRS Tomball

NRD Indianapolis

IS2(SW) Eric Funk
NRS Muncie

NRD Jacksonville

DC2(AW/SW) Yousef Abdulsalam
NRS Orange Park
QM2(SW) Christopher Sweeney
NRS East Jacksonville

NRD Kansas City

MN2(SW) David Camerer
NRS Joplin, MO

MM1(SW/AW) Andrew Frank
NRS Manhattan, KS
BM2 William Benkenstein
NRS Tulsa South, OK

NRD Los Angeles

AE1(AW) Jayson Belmes
NRS Guam
GSE2(SW) Adaam Duranceau
NRS Pearlridge
EM2(SW) Julio Menendez
NRS Van Nuys

NRD Miami

QM2(SW/AW) Carlos Hollis
NRS Pembroke Pines
ABF3(AW) Ezequial Altamirano
NRS Plantation
OS1(SW) Billy Thoeleke
NRS South Fort Myers

NRD Michigan

PH3(AW) Alicia Bondie
NRS Ypsilanti
FC2(SW) Sean McGinnis
NRS Battlecreek

NRD Minneapolis

ABF3 Rodney Walker
NRS Crystal

NRD New England

FC1(SW) George Tatlas
NRS Springfield
DC1(SW) Rodolfo Barrera
NRS Worcester

NRD New Orleans

OS2(SW) Robert Banks
NRS Lafayette
ABF2 Delerick McNeal
NRS Alexandria

NRD New York

ABF2(AW) Robert Daniel
NRS Flatbush
MM2 Ryan Rajaniemi
NRS Somerville

NRD Ohio

IC1(SW/AW) Todd Hall
NRS Lakewood

NRD Omaha

FC2(SW) Martin Redetzke
NRS Rapid City

NRD Philadelphia

AO2(AW) Joseph Milleker
NRS Glen Burnie
MM2(SW) Lawrence Ngashu
NRS Silver Spring
OS2(SW) Joshua Wagner
NRS Frederick

NRD Phoenix

AT1(AW/SW) John Vivian
NRD Phoenix

NRD Pittsburgh

FC2 Brian Gadeberg
NRS Erie
CTO2 Steven Frantz
NRS Wilkes-Barre

SH2(SW) Jason Zarcone
NRS Scranton

NRD Portland

MN1(SW/AW) Paul Roberge
NRS Eugene

NRD Raleigh

FC1(SW) Paul Zettel
NRS Winston Salem

NRD Richmond

NC1(AW/SW) Christopher Frye
NRS Huntington
BM2(SW/AW) Catrina Frieson
NRS Fredericksburg
HT1(SW/AW) Thomas Ames
NRS Virginia Beach

NRD San Antonio

AE2(SW) Corey Kincaid
NRS San Marcos
STG1(SW) Ben Pierson
NRS Round Rock

NRD San Diego

CE2(SCW) Rolando Cayetano
NRS National City
CTO2 Tina Gordon
NRS Clairmonte
OS1(SW) Jonathan Montoya
NRS El Cajon
DC3(AW) Robert Lyons
NRS Las Vegas
FC2(SW) Stephen Zeller
NRS Temecula

NRD San Francisco

AD2(AW) Roberto Quito
NRS Fremont
CTT1(SW/AW) David Norman
NRS North Highlands
AWC(AW/NAC) Ronald McMahon
NRS Redding
MR2(SW) Jason Terwillger
NRS Ukiah
QM1(SW) Jakie Whitfield
NRS Porterville

NRD Seattle

AME2(SW) Maya Beck
NRS Lewiston

Area Central

YN1(AW) Christopher Weisgarber
NMCRC Akron

Area Northeast

NC1 Roanna Escamilla
NRRS Norfolk
BM2 Warren Beatty
NRRS Norfolk
AM2 Corina Steinborn
NRRS Oceana
EM2 Renee Sarden
NRRS Norfolk

Area Southeast

SK2 Brian Morris
NRC Columbus
UT1 Todd Mowery
NAR Jacksonville

Area Pacific

EN2 Jose Delara, II
NRC Port Hueneme
OS2(SW) Casey King
NRRS NAVSTA San Diego
IT1 John Marullo
NMCRC Moreno Valley
NC1 Milagros Ballaran
NAS San Diego
IT2(SW/AW) Joni Childers
NAS Lemoore
NC1 Robert Fendler
NRC Honolulu
IT2 Ivan Maldonado
NRC Port Hueneme

Area South

NC2 Juan Lamogliachinchilla
NMCRC Austin

Area West

MM1 Whitney Daughtry
NAR Whidbey Island
ABH1 Christopher Harkless
NRC Bangor
BM2 George Musgrove
NRC Everett
NC2 Steven Powell
NRRS Arrowhead



Best Stations In The Nation



August 2004

Region South

Small Station
NRS Ypsilanti
NRD Michigan

Medium Station
NRS Brunswick
NRD Jacksonville

Large Station
NRS Clarksville
NRD Nashville

Region West

Small Station
NRS Security
NRD Denver

Medium Station
NRS Grand Junction
NRD Denver

Large Station
NRS Indio
NRD San Diego

Region North

Small Station
NRS Batavia
NRD Buffalo

Medium Station
NRS Wilkes-Barre
NRD Pittsburgh

Large Station
NRS Erie
NRD Pittsburgh

Region Central

Small Station
NRS Tomball
NRD Houston

Medium Station
NRS Midway
NRD Minneapolis

Large Station
NRS Spring
NRD Houston

Reserve Region

Small Station
NRC Columbus
Area Southeast

Medium Station
NRC Port Hueneme
Area Pacific

Large Station
NMCRC San Antonio
Area South



NAVY